

Attorney Docket No.: SCEI 18.302 (100809-16225)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventors: Ken KUTARAGI et al.
Serial No.: 09/780,995
Filed: February 9, 2001
Title: **IN-CONTENTS ADVERTISING METHOD, IN-CONTENTS
ADVERTISING SERVER, AND PROGRAM-
TRANSFERRING MEDIUM FOR REALIZING IN-
CONTENTS ADVERTISING**
Examiner: Raquel Alvarez
Art Unit: 3688
Confirmation No.: 5881

July 31, 2009

Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT

Sir:

In response to the Office Action mailed April 16, 2009, setting a three-month period for response, submitted herewith is a petition for a one-month extension of time, extending the period for response to August 16, 2009. Please amend the above-identified application as follows: